

## Experiences of an Internet Publisher

Sapporo Hyperlab

September 1995

### I. The Electronic Narrative

#### A) Publishing Changes

- i) What are you selling, paper or words?
- ii) The Internet now follows a free-to-air TV model of site sponsorship.
- iii) Disposable and timely media best suited to the Internet.
- iv) Longer works have a difficult time on the Internet because they require greater concentration and are difficult to sponsor.
- v) Video-on-demand and the Xanadu charging scheme will make direct payment possible.
- vi) Cheap production and distribution make copying pointless.
- vii) Transclusions ensure everyone is paid and the work is immovable.
- viii) Do-it-yourself is not a threat to commercial companies so long as they cultivate useful and qualitative creation.
- ix) Niche/subculture markets increasingly profitable.

#### B. Storytelling Changes

- i) New narrative has little to do with simply a story with fifty endings. The whole thing is non-linear.
- ii) Stories by bricolage.
- iii) Stories by accretion.
- iv) Group narrative.

### II. Glass Wings

#### A. What is Glass Wings?

- i) Highly popular set of magazines.
- ii) Advertising space with high visibility.

#### B. What Does Glass Wings Offer?

- i) Half million accesses a month. 65-70% growth per month.
- ii) Able to offer a marketing breakdown.

- iii) Understanding of Internet culture.
- iv) Combination of artistic, computing and business talent.

### III. The Future

A. Ultimately Glass Wings is an outlet for my creative endeavours.

B. Bunny People

- i) The creative concept
- ii) The technical concept
- iii) The PhD concept